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CORNER OF CRAVENS AND GRAMERCY AVE.

Queen . . .

(Continued from Page 1)
Miss Constance in French, followed by a charming "Congratulations" in English.
Judges
Among celebrities present were the judges who consisted of: Miss Barbara Blakely, beauty consultant to the Miss Universe Pageant and a stunning beauty herself, the charming Mrs. Edith Dahlin of the Mari Lynn Dress Shop; Paul Masterson, international disc jockey from KECA; Oscar Meinhardt, producer of the Miss Universe Pageant; Louis Blaine, foreign Hollywood publicity director for Universal Studios.
Also present was W. E. Bowen, president of the sponsoring Torrance Area Youth Bands.

Surprises
In addition to the surprise caused at the last moment in procuring Miss Universe for the local contest as Miss USA was unexpectedly called to the East, another surprise was in store for the audience Tuesday night.
The scintillating Miss Martel was accompanied by her equally dazzling sister, "Georgette."
Key and Roses
At the beginning of the program, Mayor Mervin Schwab presented Miss Universe with the key to the city. This presentation was followed by a bouquet of roses given Miss Martel by Jack Baldwin, master of ceremonies.
One of the most enviable positions of the evening was occupied by Gil Derouin who served as interpreter to the two French beauties. Neither mademoiselle speaks English.

Dance
A coronation ball is to follow this Saturday night, August 22, at the Club Alondra on Prairie ave. just north of Redondo Beach blvd. Tickets to this public affair will be available at the door.
Awards
Trophies were awarded to the queen and her runners-up. Miss Constance will receive an all-expense-paid week-end trip to Las Vegas, via Western Air Lines, with accommodations at the famous Thunderbird Hotel. The trip will also be free to the queen's chaperone. In addition, the blond beauty will receive a bathing suit.
The second-place winner will get a pair of DeLiso Deb shoes and the third-place winner will get an album of popular records.
Miss Shirlee Salzman, of Benson Shops, will appear on Platter Panel Sunday for having sold the most tickets. The queen will also appear.
The queen contestants made two appearances in formals and two in bathing suits.
While the judges tallied their votes and the contestants were anxiously awaiting the results, Shirley White, Miss Torrance of 1952 ascended her royal throne for the last time this year.

Entertainment
Professional entertainment was provided between judgments. Starting the program were Carleene and Margaret Weeding, marimba artists. They were followed by Dorothy Stafford, violinist, and Dorothy Dallas, mezzo soprano. The dance team of Edna Flores and Frances Palumbo concluded the entertainment.
The 23 who entered the contest were, in the order of their stage appearance: Sandra Lea Constance, La Galeria Florist; Beverly Dahlin, Torrance Optimist Club; Karen Dean, Marl Lynn Dress Shop; Margaret Epefano, Western Auto Supply; Ann Firlit, Photo Arts Studio;

Accident . . .
(Continued from Page 1)
A high school student as Hastings was crossing Cabrillo ave. at a crosswalk.
Hastings received a nasty neck wound. The unidentified individual applied pressure until the police and ambulance services arrived.
Hastings was taken to Harbor General Hospital where his condition was reported as "good." Ross was making a left turn onto Cabrillo when he hit Hastings. The student was not held.

Accident . . .
(Continued from Page 1)
Toni Forella, Torrance Flower Shop; Pat Gaida, Torrance Cycle and Sports Shop; Jo Ann Harlan, A-1 Photo; Jo Ann Howard, Safety Mortgage Co.; Frieda Kittrell, B-B Cleaners; Ann Leo, Joslin Lumber Co.; Shirley Lostien, Torrance Bargain Spot; Ella Mae McLeod, Gay Shop; Mary Ann Notman, Lawson's Jewelers; Dolores Patronsky, Daniels Cafe; Johanne Parker, Gary's Jewelers; Norma Pierce, Kettler Knolls Drugs; Pat Pierce, Food King Market; Theresa Simon, Torrance Loan and Jewelry Co.; Shirlee Salzman, Benson Shops; Allene Sparks, Heating and Appliance Co.; Gall Thompson, J. J. Newberry; Betty Weller, Trend O' Fashion.

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Walteria PO

WILL GET MAILMEN

The Walteria post office will become a classified station according to a letter received from the Bureau of Post Office Operations in Washington, D. C., announced Mrs. Clara A. Conner, Torrance postmaster.
This means that the post office will get letter carriers who will work out of the Walteria station.
An investigation will be made first to see whether facilities are adequate or what will have to be done about additional quarters, it was stated.

Dance . . .

(Continued from Page 1)
concession stands have been signed up for the event.
The big community neon sign dance is free to one and all.
The huge neon sign which will call attention to the city of Torrance will be turned on by remote control from in front of the Chamber of Commerce or Civic Auditorium, wherever the band will be located.
Mayor Mervin Schwab will push the button and R. I. Plomert, president of the Chamber of Commerce, will present the city officially with the neon sign.

Post Office . . .

(Continued from Page 1)
The following routes will be converted from bike deliveries to mailboxes, to foot deliveries right to the door:
208th, 209th, 210th, 1500-1600, inclusive;
South La Salle, South Harvard, South Hobart, 20800-21100, inclusive;
Torrance blvd., 1500-1600, inclusive.
Residents are cautioned not to remove their boxes till the date of the new set-up.
Quite a few more tracts will be changed soon, it was stated.

Accident . . .

(Continued from Page 1)
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Publicity . . .

(Continued from Page 1)
between the above information and the beginning of your story. This enables the editor to insert the head intended for the story without having to retype the page.
5) Be sure to double space. Leave a one-inch left and right margin.
Writing the Story
6) Write your story in paragraph form.
7) In the first paragraph put the five "musts" of a news story: WHO, WHAT, WHY, WHEN, WHERE. (Example: Members of the executive board of 186th Street P-TA met August 10 in the patio of the president, Mrs. James McMillen, to discuss plans for the coming year.)
8) Your story should lead off with the most important facts first and then taper down to the least important (like inverted pyramid). Printers, when they have to cut a story, start with the end and work towards the beginning.
9) If there is more than one page, write "MORE" at the bottom of each page (number your pages). Place "30" at the end of your story—the newspaper sign for "end."
Carbon Copies
10) We don't mind your sending the same story to other papers. We don't mind carbon copies. But we do mind having to strain our eyes and the printer's eyes. Please submit good carbons, pleaseeez!

11) Please keep a carbon copy of your story and keep it close by your telephone until it appears in print. Why? So when we call you for further information, clarification, or a check of names and facts it will be at your hand.
12) We won't alter a well-written publicity release. By keeping your carbon copy you can see where your strength and weakness lie.
Accuracy, Thoroughness
13) Be sure to give the full name of individuals AT LEAST ONCE in the story and be sure to CHECK THE SPELLINGS of all names; check addresses, dates, and facts; include the correct titles. Give the exact date and the exact hour.
14) OUR GOAL IS ACCURACY AND THOROUGHNESS—whether we achieve it or not. Please make it your goal, too.
15) BUT, REGARDLESS OF ALL THESE REQUESTS, IF YOU'VE GOT NEWS, TELL US ABOUT IT, WHOEVER YOU ARE AND IN WHATEVER FORM YOU CAN. WE'LL ALWAYS BE GLAD TO HEAR FROM YOU AND HELP YOU IF WE CAN.

R. Bishop Gets City Appointment

Ronald W. Bishop was employed as city engineer on a permanent basis at the last meeting of the City Council. Bishop has been serving his probation as city engineer since last February. He joined the city in May, 1952.

Principal Use

What is plasma's principal medical use? In combating shock, which can cause death. Most victims of wounds, severe burns, or injuries suffer shock in which whole blood or plasma must be administered to restore the volume in the circulatory system.



EUROPE
Enjoy your trip-GO BY SHIP!
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THINK OF THE MONEY YOU'LL SAVE! Go NOW—it's "Thrift Season"—and ship travel is a better buy than ever!
THINK OF ALL THE FUN YOU'LL HAVE! Around ship, everything's right around the corner to fit your own idea of fun!
THINK OF THE FOOD YOU'LL ENJOY! No matter what rate you pay—you'll get superb full-course meals every day!
THINK OF HOW RESTED YOU'LL FEEL! Nothing quite like a sea voyage to ease out tension. You'll arrive feeling fine!

See us NOW—even if you're going NEXT SPRING!
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BRUSHES REG. \$6.25 **OUTSIDE HOUSE PAINT** **\$4.99**
(THE BEST MONEY CAN BUY) NOW
6" WALL BRUSH \$3.98
2 1/2" PURE BRISTLE BRUSH \$1.98
3" ENAMEL BRUSH \$1.95
4" ENAMEL BRUSH \$1.95
PRESSURE ROLLER \$75c
(YOU BUY COVER)
6 Single Rolls WALL-PAPER REG. \$6.60 Val. **\$1.00**
16% Lead, 22% Zinc, 55% Titanium, Ground in 100% Pure Linseed Oil, Ready to Use—Leaves a tough, glossy, enamel-like finish that wears like iron and stays shiny for years. This is a quality paint that excels and compares with any nationally advertised brand and is made specifically to withstand the fog and heat of West Coast climate! You'll never buy a better paint regardless of the price you pay! Trim paints slightly higher in price.

1-COAT WALL PAINT Colors **\$3.75** Gallon **\$3.50** Gallon
The New Self-Sealing Synthetic Wall Paint—Reg. \$4.50 Gal.
A FLAT WALL ENAMEL—that is washable, quick and easy to apply over interior stucco, brick, sand finish walls, wallpaper, Kalsomine, wall board, plaster board, etc.
1-Coat covers most surfaces, dries quickly, retains color. This new self sealing wall paint leaves a soft velvet-like washable finish that can be used on any wall or ceiling. It requires no experience or skill to apply. New walls and deep colors first require coat of special sealer before applying.
22 COLORS, ALL THE SAME PRICE

100% PURE—4-LB. CUT, REG. \$4.76 **\$2.98**
CLEAR & ORANGE SHELLAC, gal.
DOW'S LATEX Rubber Base Wall Paint
1 Coat Covers — Pure Latex Paint White and Colors **\$3.89**
REG. \$5.25—GAL.
Leaves a tough, velvet like, washable finish. Simple and easy to apply. Can be brushed, rolled, or sprayed. It seals and covers at the same time. Some surfaces may require two coats.

UNDERCOAT FOR ENAMEL "OUR BEST" Reg. \$4.95—GAL. **\$3.49**
1 coat covers; holds out enamel; sands easily; smooth and easy to apply. 1-Gal. makes 1 1/2 gallons when thinned. Quart \$1.14
STUCCO HOUSE PAINT (Reg. \$5.25) \$3.49 gal.
In White Only (Linseed Oil Base) (6 Gal. Does Avg. 5-Rm. House)
Here's a one-coat stucco linseed oil paint that beautifies and waterproofs at the same time. It prevents sweating and damp rooms. It also prevents water stains around the base of your house. This stucco linseed oil paint leaves no brush marks or laps and requires no experience or skill to apply. Paint your stucco house yourself with the pleasure of knowing that you will get a perfect job. Dark colors require a sealer coat.—Phone or see salesman for free inspection and instruction. (White and light colors.) (Extra dark colors \$5.00 gallon.)

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BARN & FENCE PAINT Red, Green, White **\$1.98** GAL.
Guaranteed ground in linseed oil. Durability. Covers 200 sq. ft. to gallon. Can be increased to with linseed oil. Covers with one coat.

GLOSS ENAMEL REG. \$4.60 GALLON **\$2.98**
1-Coat covers. For woodwork, kitchen and bath. Easy to apply. Whl, ay, whl, and lvy. \$1.10 Qt.
REDWOOD OIL Stained \$3.80
is featured in the L.A. Times Home Magazine section and shipped throughout the United States. Our Redwood Finish is NEW and DIFFERENT, and meets U.S. Navy Specifications 52R 13A Type I. Guaranteed to resist worm redwood siding and fence.

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